

ORDER



Orders	Order / Rev:	101884	Primary AE:	Amy McCreary
	Alt Order #:	06815345	Sales Office:	BLPHI
	Product Desc:	OCEGUERA 4 CONGRESS	Sales Region:	National
	Estimate:	1184		
	Flight Dates:	09/25/12 - 10/01/12		
	Original Date / Rev:	05/21/12 / 07/25/12		
	Order Type:	GENERAL		
Agency	Name:	GMMB, Inc./ Washington D.C.		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		1010 Wisconsin Ave. NW	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%
Advertiser	Name:	Oceguera for Congress -Revised		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLC02	Order Separation:	00:15:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	Agency External ID:	

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12	09/30/12	30	\$8,005.00	\$6,804.25	September 2012	30	\$8,005.00	\$6,804.25	0.00
10/01/12	10/01/12	6	\$1,710.00	\$1,453.50	October 2012	6	\$1,710.00	\$1,453.50	0.00
					Totals	36	\$9,715.00	\$8,257.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	20%	\$9,715.00
Market	100%	\$48,575.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$12,629.50
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$10,200.75
KTUD	1%	\$485.75
KVVU	22%	\$10,686.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	10%	\$4,857.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/25/12	10/01/12	M-F 5-6a WakeUp w/Wagners	5-6a		MTWTF--	:30	2	\$135.003	0.00	NM	2	\$270.00	

WAKE UP WITH THE WAGNERS

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
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Order / Rev: 101884
Alt Order #: 06815345
Flight Dates: 09/25/12 - 10/01/12

Advertiser: Ocegueda for Congress
Product Desc: OCEGUERA 4 CONGRESS
Estimate: 1184

KSJV

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/25/12	10/01/12	M-F	5-6a	WakeUp w/Wagners		5-6a	MTWTF--	:30	2	\$135.003	0.00	NM		2	\$270.00
WAKE UP WITH THE WAGNERS																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week: 09/25/12 10/01/12 MTWTF-- 2 \$135.00 0.00																	
E 2	KSNV	09/25/12	10/01/12	M-F	6-7a	WakeUp w/Wagners		6-7a	MTWTF--	:30	3	\$275.003	0.00	NM		3	\$825.00
WAKE UP WITH THE WAGNERS																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week: 09/25/12 10/01/12 MTWTF-- 3 \$275.00 0.00																	
E 3	KSNV	09/25/12	10/01/12	Today Show			CM	658a-9am	MTWTF--	:30	4	\$300.003	0.00	NM		4	\$1,200.00
TODAY SHOW																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week: 09/25/12 10/01/12 MTWTF-- 4 \$300.00 0.00																	
E 4	KSNV	09/29/12	09/29/12	Saturday Today			CM	7a-9am	-----S-	:30	1	\$225.003	0.00	NM		1	\$225.00
SATURDAY TODAY																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12 09/30/12 -----S- 1 \$225.00 0.00																	
E 5	KSNV	09/30/12	09/30/12	Sunday Today			CM	7a-8am	-----S	:30	1	\$175.003	0.00	NM		1	\$175.00
TODAY ON SUNDAY																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12 09/30/12 -----S 1 \$175.00 0.00																	
E 7	KSNV	09/25/12	10/01/12	M-F Today Show II	3rd	10AM		9-10a	MTWTF--	:30	2	\$150.003	0.00	NM		2	\$300.00
TODAY SHOW II																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week: 09/25/12 10/01/12 MTWTF-- 2 \$150.00 0.00																	
E 8	KSNV	09/25/12	10/01/12	M-F Today Show III	4th	10AM		10am-11am	MTWTF--	:30	2	\$100.003	0.00	NM		2	\$200.00
TODAY SHOW III																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week: 09/25/12 10/01/12 MTWTF-- 2 \$100.00 0.00																	
E 9	KSNV	09/25/12	10/01/12	The Doctors			CM	2pm-3pm	MTWTF--	:30	2	\$100.003	0.00	NM		2	\$200.00
THE DOCTORS																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week: 09/25/12 10/01/12 MTWTF-- 2 \$100.00 0.00																	
E 10	KSNV	09/30/12	09/30/12	News 3 Today	Wknd	CM	9a-930am	-----S	:30	1	\$175.003	0.00	NM		1	\$175.00	
News 3 Today																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12 09/30/12 -----S 1 \$175.00 0.00																	
E 11	KSNV	09/25/12	10/01/12	Dr. Phil			CM	3-4p	MTWTF--	:30	3	\$175.003	0.00	NM		3	\$525.00
DR. PHIL																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week: 09/25/12 10/01/12 MTWTF-- 3 \$175.00 0.00																	
E 12	KSNV	09/25/12	10/01/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm		4-5pm	MTWTF--	:30	2	\$250.003	0.00	NM		2	\$500.00
4PM NEWS (1 hour) (4:00 PM-4:30 PM)																	
FIRST NEWS 3 AT FOUR																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week: 09/25/12 10/01/12 MTWTF-- 2 \$250.00 0.00																	
E 13	KSNV	09/25/12	10/01/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm		4-5pm	MTWTF--	:30	2	\$250.003	0.00	NM		2	\$500.00
4PM NEWS (1 hour) (4:30 PM-5:00 PM)																	
NEWS 4 AT 430P																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week: 09/25/12 10/01/12 MTWTF-- 2 \$250.00 0.00																	
E 14	KSNV	09/25/12	10/01/12		CM	5-630p			MTWTF--	:30	4	\$375.003	0.00	NM		4	\$1,500.00

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Advertiser: Oceguera for Congress
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 Estimate: 1184

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F Early News															
M-F Early News															
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:	09/25/12	10/01/12		MTWTF--		4			\$375.00		0.00				
E 15	KSNV	09/25/12	10/01/12	M-F Jeopardy	CM	630-7pm			MTWTF--	:30	1	\$350.00	3	0.00	NM
M-F Jeopardy															
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:	09/25/12	10/01/12		MTWTF--		1			\$350.00		0.00				
E 19	KSNV	09/25/12	09/25/12	Tues PR 10-11p	CM	10-11pm			-T-----	:30	1	\$900.00	3	0.00	NM
Tuesday Prime 10-11pm															
PARENTHOOD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:	09/24/12	09/30/12		-T-----		1			\$900.00		0.00				
E 20	KSNV	09/28/12	09/28/12	Fri PR 9-10p	CM	9-10pm			----F--	:30	1	\$750.00	3	0.00	NM
Friday Prime 9-10pm															
GRIMM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:	09/24/12	09/30/12		----F--		1			\$750.00		0.00				
E 21	KSNV	09/25/12	10/01/12	M-F News 3 at Eleven	CM	11pm-1135pm			MTWTF--	:30	2	\$375.00	3	0.00	NM
M-F News 3 at Eleven															
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:	09/25/12	10/01/12		MTWTF--		2			\$375.00		0.00				
E 22	KSNV	09/25/12	10/01/12	The Tonight Show	CM	1135p-1237a			MTWTF--	:30	2	\$185.00	3	0.00	NM
Tonight Show															
TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:	09/25/12	10/01/12		MTWTF--		2			\$185.00		0.00				
													Totals	36	\$9,715.00